Page County
Tourism Council

County Government Center · 103 S. Court St. · Luray, VA 22835

Agenda
Regular Meeting
Board Room — 2nd floor
4:00 p.m. Aug. 9, 2023

Call to Order

Adoption of Agenda

Action Matters
- Approval of meeting minutes: July 12, 2023
- virginia.org banner/mobile footer ads, January-June 2024
- Shenandoah Valley 2024 Travel Guide ad
- VRLTA 2024 Travel Guide ad
- Book Direct

Old Business
- PR update
- Industry partner newsletter
- Page Valley Visitor Guide update

New Business
- June SEO report
- TOT funding policy
- Digital asset policies
- Visitor newsletter
- VTC Valley Visit, Becky Nave

Director's Report

Open Public Comments

Council Members' Time

Adjourn

LeisureMedia360
PO Box 21535 * Roanoke, VA 24018-0563
540-989-6138 * FAX 540-989-7603 *
www.leisurepublishing.com
ADVERTISING CONTRACT

Advertiser Nina Fox
Nina Fox
Luray Page County Economic Development & Tourism
103 South Court St. | Suite F, Room 221
Luray, VA 22835
Phone: (540) 743-1216 * Fax:
E-mail: nfox@pagecounty.virginia.gov

Agency

Publisher:
Rep: Jo Diedrich
Advertising Director
Rep Email: jdiedrich@leisuremedia360.com
Rep Phone: 540-580-8767
Fax: 540-989-7603

Publication	Issue	Year	Position/Imp	Net	Notes	Acct Notes	Accounting Customer Number	Bill to:
Virginia.org Banner Ads	January	2024	Mobile Footer - 50,000 impressions	$720.00			12334	Client
Virginia.org Banner Ads	February	2024	Mobile Footer - 50,000 impressions	$720.00			12334	Client
Virginia.org Banner Ads	March	2024	Mobile Footer - 50,000 impressions	$720.00			12334	Client
Virginia.org Banner Ads	April	2024	Mobile Footer - 50,000 impressions	$720.00			12334	Client
Virginia.org Banner Ads	May	2024	Mobile Footer - 50,000 impressions	$720.00			12334	Client
Virginia.org Banner Ads	June	2024	Mobile Footer - 50,000 impressions	$720.00			12334	Client
Virginia.org Banner Ads	January	2024	Header Placement July-Dec: $600/month	$600.00			12334	
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Virginia.org Banner Ads	June	2024	Header Placement July-Dec: $600/month	$600.00			12334	
				$7,920.00				

Person To Call For Art Or Materials:

Name: _____ Phone: _____ Email: _____

Advertising Terms & Conditions

DIGITAL INSERTIONS ARE BILLED AT THE END OF THE PUBLICATION MONTH. PAYMENT DUE 30 DAYS.
• Invoices reflect the NET amount due Publisher.

General Conditions:
• Advertiser will furnish the Publisher copy in such quantity and size as is necessary to complete the contract. If LeisureMedia360 produces your ad, up to 3 proofs are provided. Above that standard hourly rates will be applied.

• Advertiser assumes liability for content/licensing rights of all advertising published and agrees to hold Publisher harmless for all claims which may be brought against Publisher arising from said advertisement. All advertising is subject to Publisher's approval.

• Should the Advertiser be unable to perform this advertising agreement or desire to reduce the minimum number of insertions or size of advertising from that set forth above, it is agreed that the Advertiser shall pay the short rate charge plus ad production. **No changes or cancellations will be allowed beyond the Sales Close date.**

• Advertiser agrees to make payment within 30 days of the date of billing. Interest of 18% per annum will be charged on accounts over 30 days.

• In the event of non-payment, Publisher reserves the right to hold Advertiser and/or its advertising agency jointly and severally liable for such payment due to the Publisher. Publisher also reserves right to require prepayment for advertising under the contract upon such terms as deemed appropriate. Should Publisher find it necessary to initiate collection procedures due under the terms of this contract, it is hereby agreed an amount equal to 33 1/3% of the balance due shall be added as a reasonable collection fee.

• Errors or omissions must be reported in writing within 30 days of issue to receive Publisher's consideration. This represents the entire agreement between Advertiser and Publisher. No site agreement, either verbal or written, specific or implied, will be deemed valid. This contract/account is considered as negotiated, accepted, executed and performed in the County of Roanoke, Virginia.

PLEASE SIGN AND RETURN THE ORIGINAL COPY OF THIS CONTRACT, INDICATING AGREEMENT THAT THE TERMS AND RATES ARE ACCEPTABLE.

.

_____ _____ _____ _____
Authorized By   Date   Account Executive   Date

Guide to the
SHENANDOAH VALLEY

ARE YOU IN THE
SHENANDOAH VALLEY
TRAVEL GUIDE?

1
The **Shenandoah Valley Travel Guide** is Virginia's number one resource when directing visitors to the Shenandoah Valley. SVTA has been promoting travel and tourism to the Shenandoah Valley for 97 years.
This is your opportunity to be in the guide!

2
Advertising in the Shenandoah Valley Travel Guide is affordable and promotes your attraction, hotel or business to hundreds of thousands of potential consumers.

3
Online distribution via a virtual magazine at **VisitShenandoah.org.**

4
A basic listing is included with Membership in SVTA, however get greater impact with your ad in the Region's #1 Resource, the Shenandoah Valley Travel Guide.

5
SVTA Member Listing
Each member's listing includes interstate exit, contact information, physical address, website, phone number, and limited descriptive text.

Class A Members & Attractions
Each Class A Member or Attraction listing includes a Must-See Attraction photo, full listing with expanded text, interstate exit, contact information, physical address, website and phone number. Class A Attractions receive placement on the Shenandoah Valley Map (centerfold of the print guide).
Due Date for All Listings 1/20/23

SHENANDOAH VALLEY
VIRGINIA · WEST VIRGINIA
DESTINATION GUIDE
VisitShenandoah.org

EPIC EXPERIENCES AHEAD

The Most
AFFORDABLE WAY to Market
YOUR BUSINESS

150,000 COPIES TO BE DISTRIBUTED
Shenandoah Valley Visitor Centers and Attraction Distribution: All member attractions, lodging, businesses, and Visitor Centers, including lodging and waysides in Shenandoah National Park.
AAA: Mid-Atlantic AAA Offices.
State-Welcome Centers: 12 Virginia gateways offer the Shenandoah Valley Travel Guide as the Region's #1 Resource.
Distribution Investment By SVTA:
 $8,000 - FPIS brochure distribution service, which includes all Virginia Welcome Centers and rest stops
$9,000 - FPIS brochure distribution service to 690 prime locations along I-81, I-64, I-95, Tidewater & Peninsula locations.
 $2,715 - Virginia Travel Show program, which includes 12 major consumer travel shows generating more 2,100 leads that are included in the monthly e-newsletter e-blasts.
 $2,500 - Bulk mailings to more than 5,000 individuals who request the guide annually.

WEB EXPOSURE
A digital virtual book and interactive online digital map will highlight your establishment and allow guests to jump directly to your website. This provides unlimited digital exposure! Additionally, an interactive digital map of the Shenandoah Valley that will include all SVTA members.

2024 RATE SCHEDULE

IMPORTANT DATES
Ad Sales Close: February 9, 2024
Ad Approval Deadline: February 2, 2024

Release Date: April 2024
Full Distribution: April 2024

AD SIZE	DISPLAY ADVERTISING RATE
Inside Front Cover	$8,363
Full Page	$6,068
1/2 Page	$3,604
1/4 Page	$2,141
1/8 Page	$1,214
1/16 Page	$949

SAVE AN ADDITIONAL 10%
WITH SPACE RESERVED BY NOVEMBER 11, 2023

All rates are four-color and include complimentary layout and design.

Add ten (10%) percent for special placement and requests.

BILLING INFORMATION:

Billing schedule, 50% upon contract and 50% upon publication in April 2023. Net 15 day terms. Visa/MasterCard are also accepted for payment.

SPACE RESERVATION, CLIENT SERVICES, DIGITAL SOLUTIONS:

Eileen Sperry (757) 773-4075
eileen@vgnet.com (or sales@vgnet.com)

For billing questions, assistance, or credit card payments:
Dawn Meehan at 757-422-8979 ext 112 or dawn@vgnet.com

SHENANDOAH VALLEY TRAVEL ASSOCIATION
PO Box 261, Luray, VA 22835 | VisitShenandoah.org

The Shenandoah Valley Travel Association is published annually by:

VISTAGRAPHICS, INC.

1264 Perimeter Parkway, Virginia Beach, VA 23454 • 757-422-8979 ext. 156

AD SPECS

Full Page
8" W x 9" H
Live Area 7.25" W x 8.25" H
add a 1/8" (.125") bleed on all full page ads

Full page advertisers also receive
a 150-200 word write up
in the travel section article.

1/4 Page
3.5" W x 4" H

1/16 Page
3.5" W x .85" H

1/2 Page
3.5" W x 8.25" H

1/8 Page
3.5" W x 1.9" H

All advertising copy subject to approval by the Shenandoah Valley Travel Association (SVTA) and the publisher. Advertisers agree to pay the entire amount to VistaGraphics, Inc. Advertiser agrees to pay the total amount shown above in full within 30 days of receipt of invoice. SVTA/publisher reserves the right to cancel space reservation if payment is not received within 30 days. Advertiser assumes all liability for advertising content and agrees to hold SVTA/publisher harmless for all claims which may be brought against publisher or SVTA arising from said advertising.

Agency Ad Submission Info:
In Your Ad Provided:
1) Include a physical address, phone number, area code, and website if available.
2) Black body copy should be 100% black NOT 4 color.

What Should I Send?
WE ONLY ACCEPT:
• PDF format (version 5 or later)
• Image resolution of 300 DPI
• All color must be CMYK
• No spot colors to be included in final PDF

How To Send Artwork?
1) Email artwork to the Client Relations Manager
2) Send large files via a file sharing sites, such as WeTransfer, dropbox, mediafire, rapidshare, zippyshare, 4share.

AD PRODUCTION CONTACT:
Julie Matthews, *Client Relations Manager*
julie@vgnet.com or **(757) 213-2495**

VistaGraphics (*attn: Client Relations Manager*)
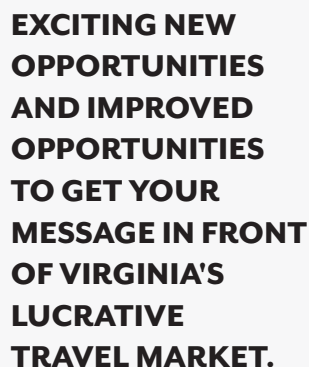1264 Perimeter Parkway, Virginia Beach, VA 23454

VIRGINIA

VIRGINIA
RESTAURANT · LODGING · TRAVEL
ASSOCIATION

Published for VRLTA by VistaGraphics, Inc.

2024 MEDIA KIT - MEMBER RATES

EXCITING NEW OPPORTUNITIES AND IMPROVED OPPORTUNITIES TO GET YOUR MESSAGE IN FRONT OF VIRGINIA'S LUCRATIVE TRAVEL MARKET.

Total Redesign. The 2024 Guide will bring a new clean, immersive design that evokes emotion and conveys the experiences offered by the destination. Our new oversized, large format will allow for more space on page and larger, more impactful imagery. Our heavier cover stock and brighter text stock will showcase the new design in the best possible way. The overall effect is a quality keepsake that will continue to sell the destination and your business long after the visitor returns home with their souvenir guide in hand.

Storytelling. 2024 is time to tell your story—on our pages. Let our crisp white pages and colorful vibrant magazines connect with those visitors who want to learn about your business. Engage them with your unique story, establish and enhance your brand in their eyes and connect with those visitors who want to learn more about your business. Our talented writers can help you make your business the "must see—must do" experience in Virginia.

↑ DOUBLE PAGE PROFILE

← SINGLE PAGE PROFILE

DESIGN

Clean, immersive design that evokes emotion and shares the experience of the destination.

PAGE SIZE

Large format provides more space on page and for larger more impactful imagery.

PAPER

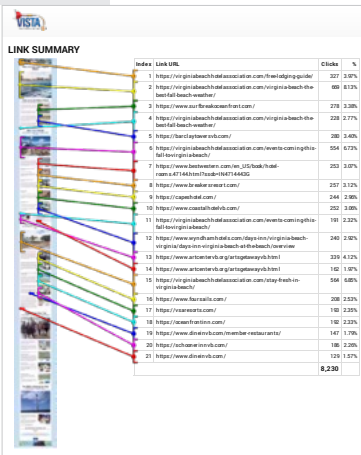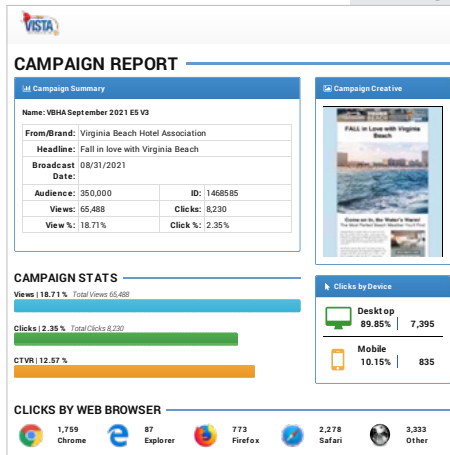*Upgrades in cover basis weight (up 56%) and in paper brightness (up 11%).*

EMAIL /PRINT

Cooperative Email Program

Direct email going to households making over $80,000 per year who are interested in traveling to Virginia.

Sample Metrics

Print Included

The Virginia Restaurant, Lodging & Travel Association (VRLTA) is the unified voice for the Virginia restaurant, lodging, travel and hospitality suppliers, which creates value for members by promoting the legislative interests of the industry.

VIRGINIA
RESTAURANT · LODGING · TRAVEL
ASSOCIATION

Expand your reach to the customers you want. Don't miss your opportunity to come aboard and enjoy the benefits.

The official guide of the VRLTA features a high-quality, full-size magazine format with concise listings of hotels, motels, attractions and restaurants. It's the only statewide publication that publishes accommodation rates.

$23.7
BILLION
IN DIRECT TRAVEL-RELATED EXPENDITURES

Distribution: Statewide distribution include the following:

· 200,000 copies annually

· Distributed to individual inquiries from travel professionals, AAA offices and other special requests.

· Dominant presence in all 12 Virginia Welcome Centers *PLUS, all 33 Safety Rest Areas.*

Space Reservation: 2/16/24   **Ad Approval Deadline:** 3/1/24   **Delivery:** 3/24

SPECS

Digital Specifications/Rates

Page Size	Annual Rate	Print +1 Million Email Campaign	Ad Dimensions (w x h)
Full Page Profile*	$7690	$11,690	8.375" x 10.875"
Full Page Display*	$8,540	$12,540	8.375" x 10.875"
Combo*	$14,600	$14,600	
Double Page Profile*	$13,840	$17,840	16.75" x 10.875"
Double Page*	$15,380	$19,380	16.75" x 10.875"
Combo*	$26,200	$30,200	
1/2 Page Profile	$5,040	$9,040	7.75" x 4.625"
1/2 Page	$5,600	$9,600	7.75" x 4.625" or 3.75" x 9.75"
Combo	$9,580	$13,580	
1/4 Page	$3,360	$7,360	3.75" x 4.75"
1/8 Page	$2,000	$6,000	3.75" x 2.265"

* Full page and double page add .125"all around for bleed, live area is safe within .5" within trim.
Plus 20% for all cover positions; Plus 10% for other special placement. Billing is upon publication, March 2023.
(Limited to 6 ads per 1 million emails)

AGENCY AD SUBMISSION INFO

IN YOUR AD PROVIDED:

1) Include a physical address, phone number, area code, and website if available.

2) Black body copy should be **100% K** (*NOT* 4 color).

3) For ads with a coupon offer, add this disclaimer *"Redeem this coupon to receive offer."*

WHAT SHOULD I SEND?

WE ONLY ACCEPT:

· PDF format

· Image resolution of **300 DPI**

· All fonts must be embedded

· All color must be **CMYK**

· No spot colors or RGB

HOW TO SEND ARTWORK:

1) Email artwork to the Client Relations Manager

2) Send large files via file sharing sites, such as WeTransfer, MediaFire, 4shared, & Dropbox

Space Reservation: 2/16/24   **Ad Approval Deadline: 3/1/24**   **Delivery: 3/24**

SPACE RESERVATION, CLIENT SERVICES, DIGITAL SOLUTIONS

Call: 757-422-8979 ext. 156 | Email: sales@vgnet.com

For billing questions, assistance, or credit card payments: Dawn Meehan at 757-422-8979 ext. 112 or dawn@vgnet.com

How It Works

Book › Direct is a content aggregator that builds and maintains direct connections to both chain and non-chain reservation engines, PMS and RMS systems, and major distribution channels, to allow for rate and availability content for lodging, suppliers, vacation rentals and flights to be displayed on destination websites.

Whether used for engagement, inspiration, or conversion, the rate and availability data provided by Book › Direct is a way to supply relevant content for site visitors and provide more qualified leads.

Why more than 200 Destinations Leverage Book › Direct

INSPIRE

Showcase a relevant and curated list of experiences to start planting seeds about a potential visit.

ENGAGE

Provide relevant rate and availability content to enable potential visitors to find answers to their questions without leaving your site.

CONVERT

Book › Direct produces a more qualified lead by requesting intended travel dates and filtering results for potential visitors, showing them exactly what they're looking for.

Key Benefits

- **Live rate and availability content** ranging from major properties or attractions to quaint, independent suppliers

- **No commissions or fees**

- **No inventory management**

- Access to **real-time data**

- Reporting provided **for engagement and performance**

The Power of Connectivity

What makes Book › Direct different than other referral engines is the vast range of connections we have built and customized over many years of partnerships.

LODGING

From all major corporate chains down to unique reservation engines, we connect to over 300 internet booking engines and growing.

VACATION RENTALS

Connected to Airbnb, VRBO and more.

Success Story; Columbia, SC

INSPIRATION

Providing content visitors are looking for

ENGAGEMENT

Custom filters and display options to supplement rates & availability

CONVERSION

Lodging partners are happy with receiving more qualified leads

Time On Site:
Dramatic Increase

Bounce Rate:
Went from 73% down to 22%

Booking revenue estimates:
10-fold increase

Integrated into Simpleview's Tech Stack

- **Rate & Availability content added to CMS** to allow users to search for their intended travel dates. **Includes the ability to sort by price or availability**.

- Referral tracking available in CRM Partner Portal Membership Benefit Summary.

- Do a data deep dive **by connecting data to Destination Dashboards**

Objective

Book › Direct powered by Simpleview is the official Referral Engine of the Simpleview tech stack. When embedded into a destination website, the white-labeled Book › Direct search widget enables visitors to enter their travel dates and search for any or all of the following:

- Lodging
- Vacation Rentals

This work order is for the execution of any of the following options on a Simpleview powered website.

Options

Book › Direct Core includes typical hotel Lodging as well as Vacation Rentals in your destination. We will work with you to set up your desired referral options.

LODGINGS: From all major corporate chains down to unique reservation engines, we connect to over 300 internet booking engines and growing.

VACATION RENTALS: Connected to Airbnb and so much more.

Book › Direct Core will allow you to take advantage of these key benefits across your referrals.

- Live rate and availability content ranging from major properties or attractions to quaint, independent suppliers
- No commissions or fees
- No inventory management
- Access to real-time data
- Reporting provided for engagement and performance

Cost Summary

The cost outlined below includes project management fee, implementation, training and licensing. The quote is valid for 30 (thirty) days of August 2, 2023. Any change or addition to the above scope of work will result in the creation of a new work order.

	CORE	
Book › Direct Set Up	One-time Cost	Annual Licensing
Results Page UI Build	$3,000	-
Date Selector Widgets	Two (2) Included	-
Modules: Lodging and Vacation Rentals	Two (2) Included	-
Filter & Category Setup	Included	-
Book › Direct Annual	One-time Cost	Annual Licensing
Book › Direct (Tier 1)	-	$6,000
Access to the Book › Direct Admin	-	Included
Google Analytics Data	-	Included
API Access and Mapping	-	Included
Partner Data Updates	-	Included
Simpleview Integrations	-	Included
Reporting	-	Quarterly
Design Updates	-	Included
Annual Reservation Engine Audit	-	-
Custom Design Features	-	-
Monthly Optimization Call	-	-
TOTAL (in USD)	**$3,000**	**$6,000 / Year**

The above implementation costs reflect one-time fees and recurring costs reflect an annual licensing fee. The term of this agreement is for a period of twelve (12) months effective from the launch of the platform or (60) days after signature, whichever comes first. This work order will renew at the end of the defined term for another twelve (12) months unless written notice is provided to Simpleview no later than 30-days prior to the effective end date.

All styling and placement of this content must be in agreement with the rules specified by the providing company, which means your display is subject to change.

Moving Forward

In order for Simpleview to proceed with the project execution, we will need your signature accepting the project and budget.

Authorized Signature: _____

Printed Name: _____

Today's Date: _____

Organization: _____

Please sign digitally via SignNow.com. For help with signing digitally, see this help page: https://www.signnow.com/features/easily-sign-documents-online

… or please contact xyz@simpleviewinc.com with questions!

Book › Direct Terms & Conditions

1. Simpleview, LLC (SIMPLEVIEW) provides the **[*Lodging and Vacation Rental]* Modules (BOOK › DIRECT) that generate qualified referrals to partners.

2. *Visit Page Valley* (HOST) maintains a consumer website, **[pagevalley.org]**, mobile website and Facebook Page (HOST WEBSITE). HOST assigns the following as the technical contact responsible for implementing BOOK › DIRECT on HOST WEBSITE:

Name: _____   Phone: _____   Email: _____
             (Technical Contact)

3. HOST agrees to embed BOOK › DIRECT into HOST WEBSITE under the following Terms & Conditions as part of this Agreement (AGREEMENT):

    a. SIMPLEVIEW shall brand/design the BOOK › DIRECT search widget and results page template to match HOST WEBSITE.

    b. HOST shall embed BOOK › DIRECT on HOST WEBSITE's home page(s), accommodation page(s), and any other page(s) agreed upon by SIMPLEVIEW and HOST.

    c. SIMPLEVIEW shall receive design approval from HOST before providing code for HOST to embed BOOK › DIRECT on HOST WEBSITE.

    d. With the exception of pricing and availability, HOST shall be responsible for providing initial lodging and attractions/events databases to SIMPLEVIEW to facilitate set up, and subsequently relevant data (e.g. images, descriptive copy) for any updates to lodging and attractions/events listings that are necessary on behalf of participating operators.

    e. SIMPLEVIEW can provide HOST access to its pricing and availability API so that HOST can embed pricing availability into its directory and other web pages where appropriate (optional). HOST shall only be allowed to use data from the SIMPLEVIEW API in conjunction with embedding the BOOK › DIRECT search widget that redirects to the BOOK › DIRECT search results page.

    f. HOST shall pay a one-time set-up fee for the SIMPLEVIEW technology in the amount of *$3,000*. Payment will be made to SIMPLEVIEW within 30 days of the date of the signed AGREEMENT.

    g. HOST shall pay an annual license fee for the SIMPLEVIEW technology in the amount of *$6,000*. Payment will be made to SIMPLEVIEW within 30 days of the date of the signed AGREEMENT.

    h. SIMPLEVIEW shall provide HOST with access to online reports that summarize the number of searches and referrals from visitors utilizing the BOOK › DIRECT on HOST WEBSITE.

    i. HOST shall be responsible for notifying SIMPLEVIEW if a travel service provider that is listed on the BOOK › DIRECT results page on the HOST WEBSITE has any change in its information including, but not limited to: a change in brand, text descriptions, name, amenities, reservation engine provider, or business status.

    j. SIMPLEVIEW shall own the data collected from the HOST WEBSITE specific to SIMPLEVIEW, which is gathered for reports.

    k. HOST shall refrain from entering into any additional agreements, and/or setting up any other services that would compete with SIMPLEVIEW.

    l. This AGREEMENT gives HOST license to use BOOK › DIRECT on the website(s) listed in Section 2a above. This license excludes use of BOOK › DIRECT by HOST on websites not listed in Section 2a.

    m. If, in the future, HOST redesigns HOST WEBSITE and would like SIMPLEVIEW to redesign the BOOKDIRECT search widget and results pages to match the new, redesigned HOST WEBSITE, or if HOST would like SIMPLEVIEW to redesign their search widget in the future on existing HOST site, HOST will pay a one-time design fee of $1,500.

    n. HOST shall maintain confidentiality for a period of five (5) years from the date of disclosure of any formulae, techniques, computer programs, devices, methods, know-how and/or business data relating to the SIMPLEVIEW software.

    o. The initial term of the AGREEMENT shall be for three (3) years commencing on the date the AGREEMENT is signed, and shall automatically renew for additional terms (each an "Extension Term") of one (1) year on the first day of the annual renewal date month unless terminated by either party upon written notice given not later than sixty (60) days prior to the end of the initial or any Extension Term.

    p. Either party shall have the right to terminate the AGREEMENT if the other party breaches or fails to perform any of its material obligations hereunder which breach or failure has not been cured within thirty (30) days after receipt of written notice of such breach from the non-breaching party.

    q. Disclaimer of Warranty: Except as otherwise specifically set forth herein, SIMPLEVIEW makes non-representation or warranty, express or implied, concerning the BOOK › DIRECT or the software, including all implied warranties of

merchantability fitness for any particular purpose, title and non-infringement. All other warranties being expressly disclaimed by SIMPLEVIEW and waived by HOST.

r. BOOK › DIRECT may contain links that allow the public to access third-party websites that are not under the control of SIMPLEVIEW (i.e. lodging property websites). These third-party links are only provided as a convenience and SIMPLEVIEW does not endorse any of these sites. Access and use of such websites are at HOST'S risk. SIMPLEVIEW assumes no responsibility or liability for any access or use thereof or of any material that may be accessed on third-party websites reached through the BOOK › DIRECT, nor does SIMPLEVIEW make any representation regarding the quality of any product or service contained at any third-party website or the security of any such website.

s. This agreement gives HOST license to use the BOOK › DIRECT on the website(s) listed in Section 2 above. This license excludes use of the BOOK › DIRECT by HOST on websites not listed in Section 2, and/or any other online distribution method other than the websites listed in Section 2. License for excluded uses can be obtained from SIMPLEVIEW as an addendum to this AGREEMENT.

Book › Direct Terms & Conditions

1. Simpleview, LLC (SIMPLEVIEW) provides the **[*Lodging and Vacation Rental]* Modules (BOOK › DIRECT) that generate qualified referrals to partners.

2. *Visit Page Valley* (HOST) maintains a consumer website, **[pagevalley.org]**, mobile website and Facebook Page (HOST WEBSITE). HOST assigns the following as the technical contact responsible for implementing BOOK › DIRECT on HOST WEBSITE:

   Name: _____   Phone: _____   Email: _____
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   b. HOST shall embed BOOK › DIRECT on HOST WEBSITE's home page(s), accommodation page(s), and any other page(s) agreed upon by SIMPLEVIEW and HOST.

   c. SIMPLEVIEW shall receive design approval from HOST before providing code for HOST to embed BOOK › DIRECT on HOST WEBSITE.

   d. With the exception of pricing and availability, HOST shall be responsible for providing initial lodging and attractions/events databases to SIMPLEVIEW to facilitate set up, and subsequently relevant data (e.g. images, descriptive copy) for any updates to lodging and attractions/events listings that are necessary on behalf of participating operators.

   e. SIMPLEVIEW can provide HOST access to its pricing and availability API so that HOST can embed pricing availability into its directory and other web pages where appropriate (optional). HOST shall only be allowed to use data from the SIMPLEVIEW API in conjunction with embedding the BOOK › DIRECT search widget that redirects to the BOOK › DIRECT search results page.

   f. HOST shall pay a one-time set-up fee for the SIMPLEVIEW technology in the amount of *$3,000*. Payment will be made to SIMPLEVIEW within 30 days of the date of the signed AGREEMENT.

   g. HOST shall pay an annual license fee for the SIMPLEVIEW technology in the amount of *$6,000*. Payment will be made to SIMPLEVIEW within 30 days of the date of the signed AGREEMENT.

   h. SIMPLEVIEW shall provide HOST with access to online reports that summarize the number of searches and referrals from visitors utilizing the BOOK › DIRECT on HOST WEBSITE.

   i. HOST shall be responsible for notifying SIMPLEVIEW if a travel service provider that is listed on the BOOK › DIRECT results page on the HOST WEBSITE has any change in its information including, but not limited to: a change in brand, text descriptions, name, amenities, reservation engine provider, or business status.

   j. SIMPLEVIEW shall own the data collected from the HOST WEBSITE specific to SIMPLEVIEW, which is gathered for reports.

   k. HOST shall refrain from entering into any additional agreements, and/or setting up any other services that would compete with SIMPLEVIEW.

   l. This AGREEMENT gives HOST license to use BOOK › DIRECT on the website(s) listed in Section 2a above. This license excludes use of BOOK › DIRECT by HOST on websites not listed in Section 2a.

   m. If, in the future, HOST redesigns HOST WEBSITE and would like SIMPLEVIEW to redesign the BOOKDIRECT search widget and results pages to match the new, redesigned HOST WEBSITE, or if HOST would like SIMPLEVIEW to redesign their search widget in the future on existing HOST site, HOST will pay a one-time design fee of $1,500.

   n. HOST shall maintain confidentiality for a period of five (5) years from the date of disclosure of any formulae, techniques, computer programs, devices, methods, know-how and/or business data relating to the SIMPLEVIEW software.

   o. The initial term of the AGREEMENT shall be for three (3) years commencing on the date the AGREEMENT is signed, and shall automatically renew for additional terms (each an "Extension Term") of one (1) year on the first day of the annual renewal date month unless terminated by either party upon written notice given not later than sixty (60) days prior to the end of the initial or any Extension Term.

   p. Either party shall have the right to terminate the AGREEMENT if the other party breaches or fails to perform any of its material obligations hereunder which breach or failure has not been cured within thirty (30) days after receipt of written notice of such breach from the non-breaching party.

   q. Disclaimer of Warranty: Except as otherwise specifically set forth herein, SIMPLEVIEW makes non-representation or warranty, express or implied, concerning the BOOK › DIRECT or the software, including all implied warranties of

merchantability fitness for any particular purpose, title and non-infringement. All other warranties being expressly disclaimed by SIMPLEVIEW and waived by HOST.

r. BOOK › DIRECT may contain links that allow the public to access third-party websites that are not under the control of SIMPLEVIEW (i.e. lodging property websites). These third-party links are only provided as a convenience and SIMPLEVIEW does not endorse any of these sites. Access and use of such websites are at HOST'S risk. SIMPLEVIEW assumes no responsibility or liability for any access or use thereof or of any material that may be accessed on third-party websites reached through the BOOK › DIRECT, nor does SIMPLEVIEW make any representation regarding the quality of any product or service contained at any third-party website or the security of any such website.

s. This agreement gives HOST license to use the BOOK › DIRECT on the website(s) listed in Section 2 above. This license excludes use of the BOOK › DIRECT by HOST on websites not listed in Section 2, and/or any other online distribution method other than the websites listed in Section 2. License for excluded uses can be obtained from SIMPLEVIEW as an addendum to this AGREEMENT.

Page Valley, VA

SEO REPORT

June 2023

SEO EXECUTIVE SUMMARY

Pagevalley.org

Organic traffic increased by 74% as your paid campaigns are likely supporting and encouraging users to visit the website on their own after ad exposure. You also have quite a few events that have been helping you gain additional sessions to the site as Google is now finding your event listings the best content to serve users.

As we head into the Fall begin to think of content for Fall Colors and Fall Foliage as your area is likely a staple to see the changing colors. You want to make sure to include scenic drives in the content and self-guided walking tours so that visitors and locals can take the best "Instagrammable" photos.

Sessions
8,594
No data

Organic Sessions
1,796
No data

Recommendations

• Consider focusing and expanding on your Town and Cities content, such as building itineraries or more structured things to do content: Things to Do in Luray VA 1,600, Things to Do in Rileyville VA 150, Things to Do in Shenandoah VA 140, and Things to Do in Stanley VA.

A great example would be how ILOVENY does a spotlight on each town and city in the area by giving more details and information: https://www.iloveny.com/places-to-go/capital-saratoga/spotlight-albany/

• Because Washington D.C. is only 1.5 hours away consider creating a day trip blog or landing page that covers the content specifically: things to do near washington dc 1,000, places to visit near washington dc 390, attractions near washington dc 210

Here is a client example of Alexandria who created content on staying in Alexandria but how they are close to DC attractions: https://visitalexandria.com/plan/dc-family-vacation/

• Consider adding more content to the Lauray Caverns page that would point to restaurants and hotels around the area, you can do this by even adding them to the listings widget you have at the bottom of the page.

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Overall Traffic Summary | 6 Months & YTD

How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Sessions, and Avg. Session Duration

Month	Sessions	Users	Bounce Rate	Pageviews	Pages / Session	Avg. Session Durat...
June	8,594	7,070	56.64%	18,846	2.19	00:01:36
May	4,531	3,618	55.18%	10,375	2.29	00:01:40
April	3,529	2,647	67.44%	7,001	1.98	00:01:36
March	3,182	2,633	65.37%	8,818	2.77	00:02:18
February	1,885	950	59.31%	5,764	3.06	00:03:44
January	787	269	48.54%	3,383	4.3	00:05:47

How are Sessions from all sources trending over time?

by Sessions Year over Year

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📊 Overall Traffic Summary | Last Month
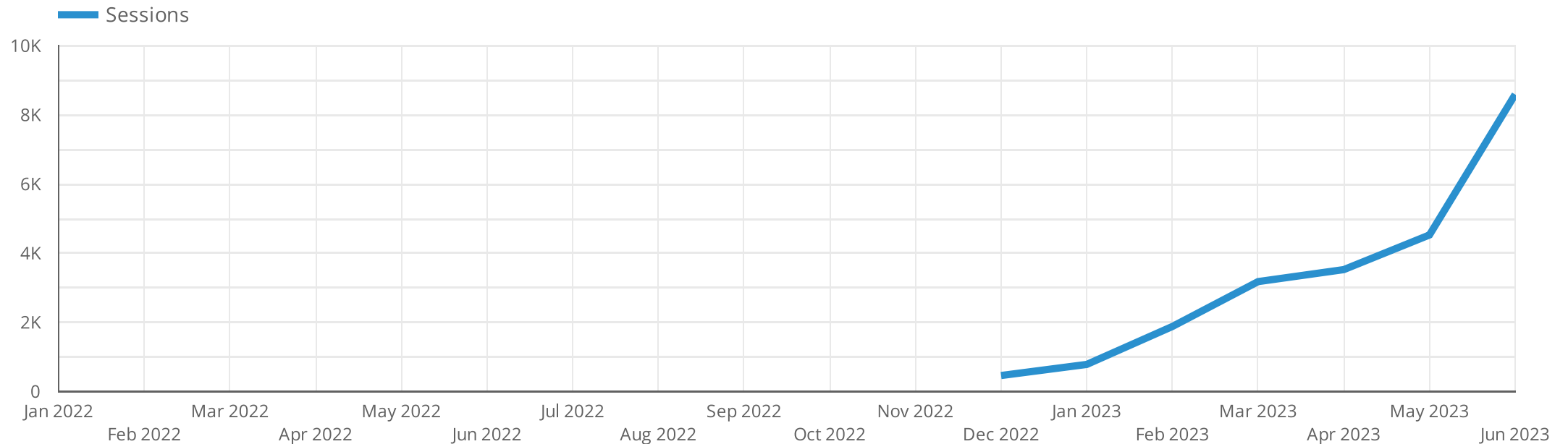
What channels are my website visitors coming from?
by Channel, Sessions, and Percent of Sessions compared **year over year**

Channel	Sessions ▾	% of Sessions
Paid Search	3,051	35.5%
Organic Search	1,796	20.9%
Social	1,519	17.68%
Direct	1,063	12.37%
Display	845	9.83%
Referral	320	3.72%
Grand total	**8,594**	**100%**

Which websites sent users to my site?
by Source and Sessions

Source	Sessions ▾
m.facebook.com	918
l.facebook.com	523
pagecountyva.simpleviewcms.com	69
visitshenandoah.org	37
l.instagram.com	36
pagevalleyfair.org	29
pathstotravel.com	29
legacyinnluray.com	25
Grand total	**1,839**

Analysis:
Overall traffic increased by 89% with a session increase of 4,063 sessions with the majority of the increase coming from Paid (+55%), Social (+91%), and Organic (75%) traffic.

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Jun 1, 2023 - Jun 30, 2023

What cities are users from?

by City, and Sessions compared **year over year**

City	Sessions
Ashburn	498
Luray	207
Virginia Beach	164
Winchester	105
Roanoke	83
Richmond	73
Harrisonburg	70
Front Royal	69
Reston	50
Arlington	48
Woodlake	38
Manassas	37
Hampton	31
Newport News	31
Dale City	29
Burke	26
Fredericksburg	26
Strasburg	25
Alexandria	24
Woodstock	24
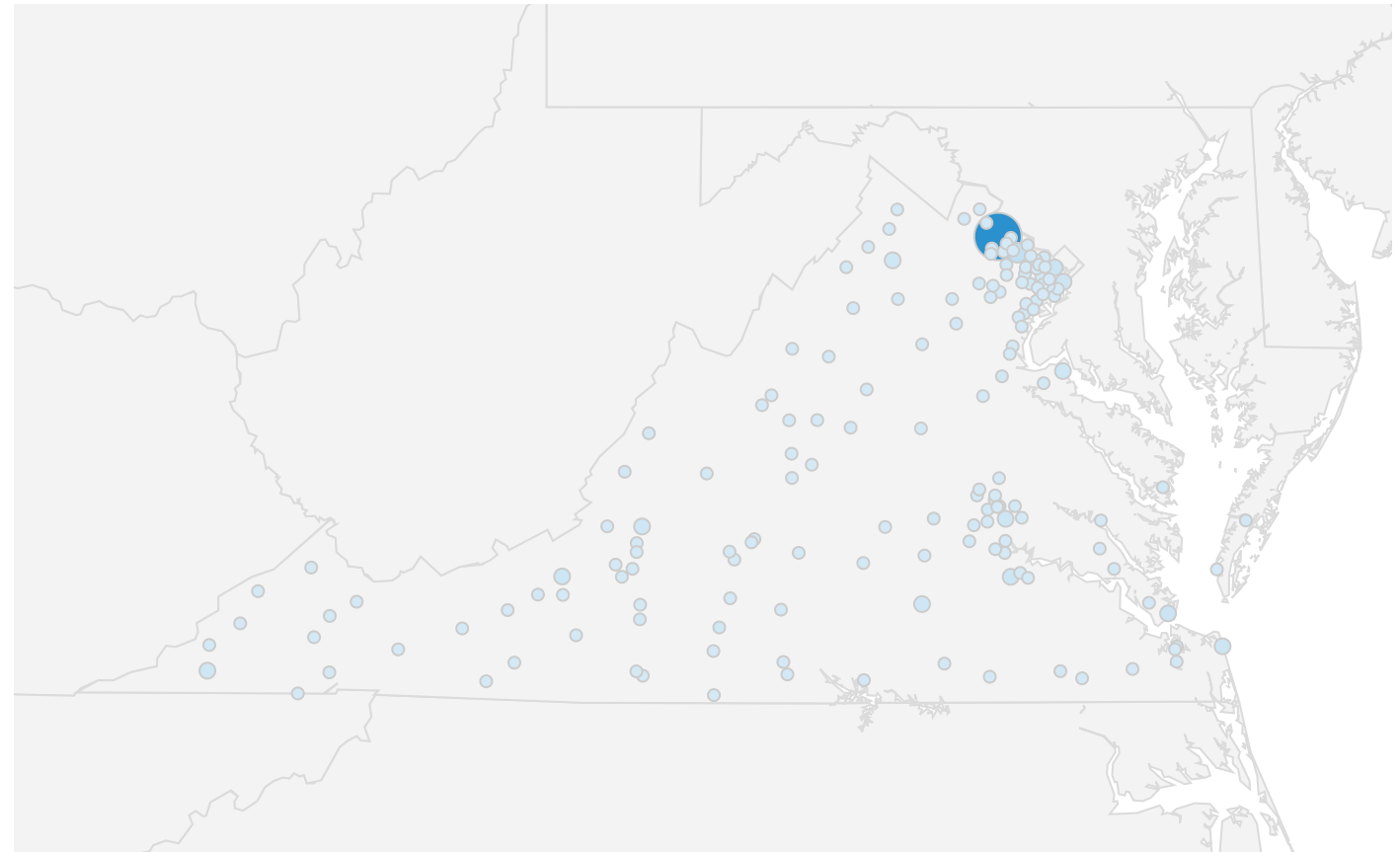
1   1,726

What cities are users from?

by City, and Sessions compared **year over year**

City	Sessions ▾
Baltimore	635
New York	554
Washington	319
Philadelphia	121
Atlanta	96
Raleigh	41
Boston	34
Charlotte	31
Chicago	27
Orlando	24
Clinton	23
Greenville	21
Martinsburg	19
Frederick	19
Nashville	16
Silver Spring	16
Tucson	16
Lexington	16
Bloomsburg	15
Hagerstown	15

53   20,193

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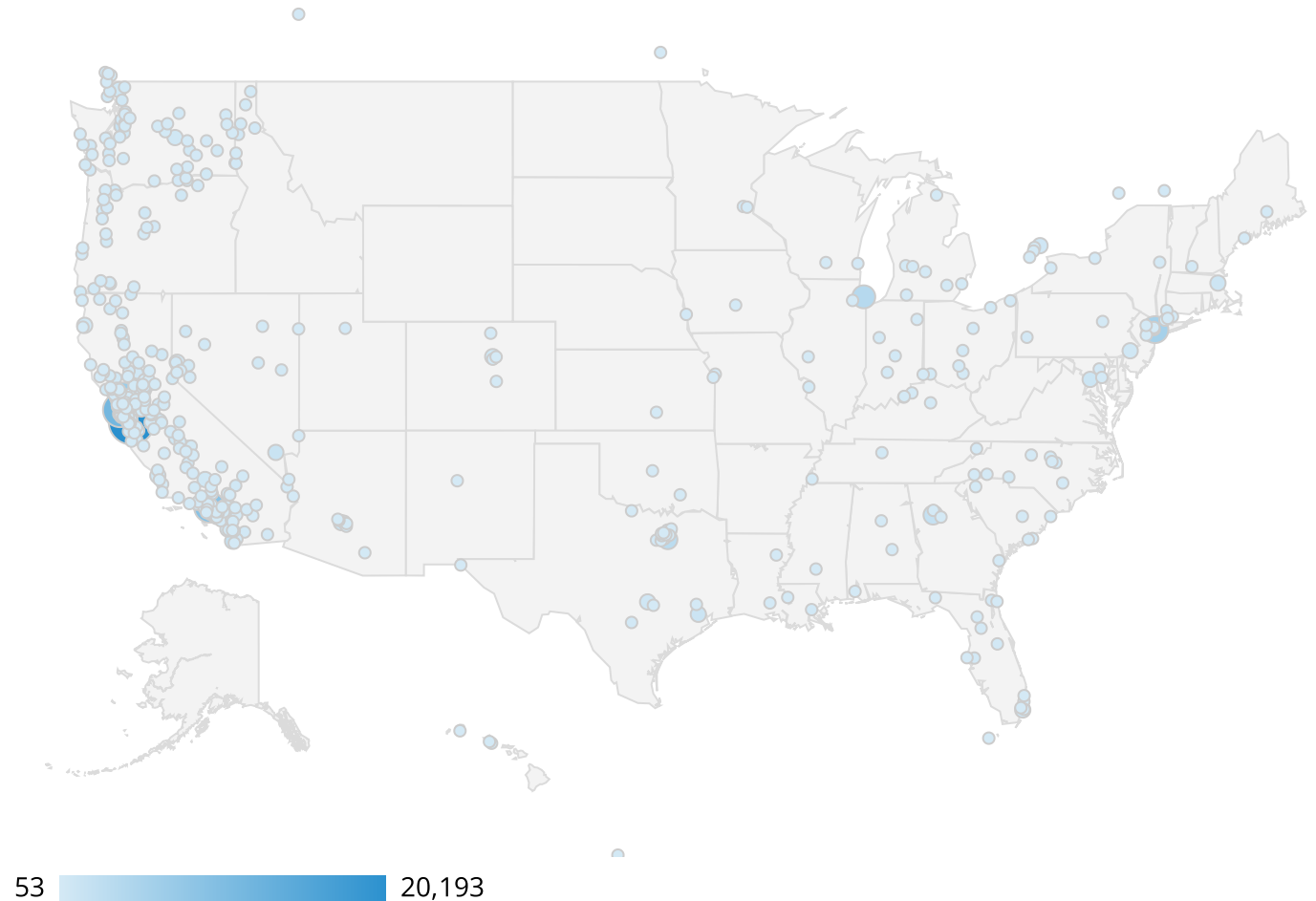
Overall Traffic Device Breakdown | Last Month

What devices are users on my site using?

by Device Category, Sessions, Bounce Rate, Pages per Session, and Avg. Session Duration
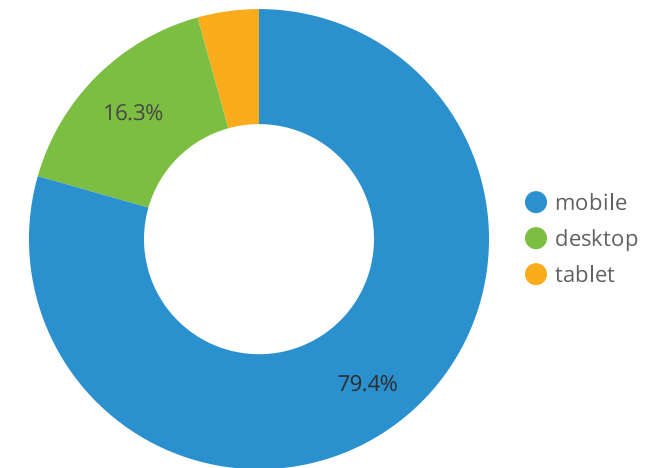
Device Category	Sessions ▾	Bounce Rate	Pages / Sessi...	Avg. Session Duration
mobile	6,825	58.73%	1.93	00:01:08
desktop	1,399	45.96%	3.38	00:03:50
tablet	370	58.65%	2.65	00:01:48
Grand total	**8,594**	**56.64%**	**2.19**	**00:01:36**

- mobile
- desktop
- tablet

16.3%
79.4%

What are the top pages for mobile users?

by Page and Sessions compared **year over year**

Page	Sessions ▾
/	2,984
/event/night-sky-festival-at-shenandoah-n...	468
/event/town-of-stanleys-56th-annual-hom...	340
/things-to-do/	187
/things-to-do/water-activities/	180
/plan-your-visit/	154
/places-to-stay/	111
/event/route-340-yard-sale/297/	78
/places-to-stay/?bounds=false&view=list&...	65
/things-to-do/attractions/luray-caverns/?b...	56

What are the top pages for desktop users?

by Page and Sessions compared **year over year**

Page	Sessions ▾
/	592
/things-to-do/water-activities/	183
/event/night-sky-festival-at-shenandoah-na...	68
/event/town-of-stanleys-56th-annual-home...	47
/places-to-stay/	25
/event/route-340-yard-sale/297/	19
/events/annual-events-festivals/taste-of-th...	18
/events/	17
/places-to-stay/cabins/	15
/industry-partners/	14

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Landing Page Performance | Last Month

How are users engaging with my landing pages?

by Sessions, Avg. Session Duration, and Bounce Rate

Top Landing Pages	Sessions	Avg. Session Duration	Bounce Rate
/	3,662	00:01:51	53.52%
/event/night-sky-festival-at-shen...	534	00:01:05	44.76%
/things-to-do/water-activities/	403	00:02:50	54.84%
/event/town-of-stanleys-56th-an...	390	00:01:06	38.97%
/things-to-do/	209	00:02:16	47.85%
/plan-your-visit/	165	00:01:36	51.52%
/places-to-stay/	150	00:01:51	70%
/event/route-340-yard-sale/297/	97	00:00:21	79.38%
/event/fourth-of-july-childrens-pa...	59	00:01:30	45.76%
/things-to-do/attractions/luray-ca...	54	00:03:08	81.48%
/event/taste-of-the-valley-wine-b...	46	00:01:32	45.65%
/places-to-stay/cabins/	43	00:03:19	65.12%
/events/annual-events-festivals/t...	42	00:03:55	57.14%
/places-to-stay/?bounds=false&vi...	41	00:01:09	70.73%
/things-to-do/sports/shenandoah...	36	00:02:03	50%
/our-area/towns-places/luray/?b...	36	00:01:09	83.33%
/places-to-stay/hotels-lodges/	35	00:02:20	51.43%
/event/party-on-the-plaza/20/	35	00:00:42	48.57%
/event/town-of-stanleys-56th-an...	24	00:01:24	70.83%
/events/	23	00:04:11	26.09%

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Clicks	Impressions	Average Position	Site CTR
1,544	**50,462**	**20.39**	**3.06%**
No data	No data	No data	No data

How is my site performing organically on Google search results?

Top 20 Queries by Clicks, Average Position, and Site Clickthrough Rate Year over Year

Query	Clicks ▾	Site CTR	Average Position
shenandoah night sky festival 2...	176	20.49%	2.05
stanley homecoming 2023	74	21.7%	3.43
shenandoah night sky festival	49	14.37%	2.48
340 yard crawl 2023	38	33.93%	1.01
stanley homecoming	28	22.76%	3.28
night sky festival shenandoah n...	21	22.58%	1.54
shenandoah speedway 2023 sc...	17	14.53%	2.96
shenandoah speedway	14	2.38%	9.17
page valley	14	20.9%	1.27
stanley va homecoming 2023	13	22.81%	3
shenandoah national park nigh...	10	8.55%	2.45
shenandoah stargazing festival	10	11.11%	2.28
stargazing festival 2023	10	34.48%	5.9
shenandoah stargazing festival...	9	30%	1.73
carnival near me	8	34.78%	1
night sky festival 2023	8	9.64%	5.1
shenandoah festivals 2023	7	8.97%	1.21
page valley va	6	18.75%	1.41
stanley homecoming parade	6	40%	2
shenandoah national park star...	6	14.29%	2.48

Analysis:

Traffic continues to show positive growth with clicks going from 665 to 1,544 in just a month. Top search queries came from the night sky festival and the Stanley homecoming event that was happening in the area.

As we have noticed since the launch of the site majority of your event traffic continues to be the best way to build your domain authority, but as we begin to compete for more competitive terms we may need to focus on restructuring some of the content you have for Luray Caverns and Shenandoah National Park.

For example on the main Shenandoah landing page the majority of the links and widgets are leading users to external links, this is not a bad thing to do in moderation, but in this case, we are giving away content opportunities that the site could gain from.

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Organic Search Onsite Performance | Last Month

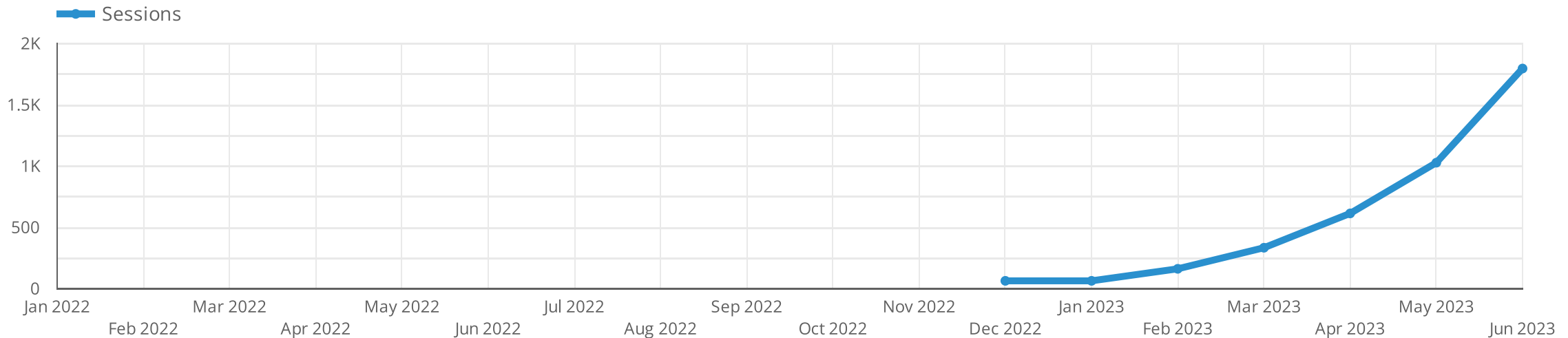| Organic Sessions	% New Sessions	Avg. Session Duration	Pages / Session	Bounce Rate
1,788	77.78%	00:01:31	1.69	43.26%

How are organic sessions trending?

by Sessions Year over Year

What pages are organic search visitors landing on?

by Landing Page, Sessions, and Percent of Total Sessions Year over Year

Landing Page	Sessions ▾	% of Total
/event/night-sky-festival-at-shenandoah-national-park/86/	488	27.29%
/event/town-of-stanleys-56th-annual-homecoming-celebration/25/	366	20.47%
/	87	4.87%
/event/route-340-yard-sale/297/	84	4.7%
/event/fourth-of-july-childrens-parade/182/	48	2.68%
/things-to-do/sports/shenandoah-speedway/	48	2.68%
/event/taste-of-the-valley-wine-beer-and-spirits-festival/1/	34	1.9%
/event/party-on-the-plaza/20/	33	1.85%
/food-drink/farmers-markets/	23	1.29%
/places-to-stay/	22	1.23%

Analysis:

Organic traffic increased by 74% as your paid campaigns are likely supporting and encouraging users to visit the website on their own after ad exposure. You also have quite a few events that have been helping you gain additional sessions to the site as Google is now finding your event listings the best content to serve users.

As we head into the Fall begin to think of content for Fall Colors and Fall Foliage as your area is likely a staple to see the changing colors. You want to make sure to include scenic drives in the content and self-guided walking tours so that visitors and locals can take the best "Instagrammable" photos.

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Organic Referral Performance | Last Month

How many referrals are my partners receiving?
by Listing and Clicks

Listing Name	Clicks ▾
Long's Florist	10
Olivia Shifflett Photo and Film	9
Bearloga	9
Big Meadows	8
A Above the River Cabin	7
Daughter of the Stars Farmers Market	7
The Mimslyn Inn	6
The Sweet Spot Dessert Truck	6
Yogi Bears Jellystone Park Camp & Resort	6
Clouds Cabin	6
El Amigo Food Truck	6
Hotel Laurance	5
Carriage Stone Farm	4
Little Flower Cabin	4
Watch & Warrant	4
Lydia Mountain Motel	4
SPACIOUS SKIES	4
Acorn Hill	4
Panorama at Shenandoah National Park	4
Skyland	4
Grand total	**297**

How many referrals are my events receiving?
by Event and Clicks

Event Name	Clicks ▾
Night Sky Festival at Shenandoah National Park	251
Town of Stanley's 56th annual Homecoming Celebration	213
Fourth of July Children's Parade	20
Party on the Plaza	19
Taste of the Valley Wine, Beer, and Spirits Festival	19
Movies on Main	16
Town of Stanley's 56th annual Homecoming Parade	9
Shenandoah Speedway Short Track Racing	9
Music in the Park: Putter Cox and Leah Hileman	8
Fourth annual Page Valley Sunflower Festival	7
Grand total	**627**

How many referrals are my coupons receiving?
by Coupon and Clicks

Coupon Name	Clicks ▾
No data	

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County of Page Economic Development and Tourism Transient Occupancy Grants and Funding Policy

Effective Date: 8.9.2023

1. **Introduction**

This policy outlines the guidelines and requirements for grants and funding applications, the usage of the Page County and Page Valley's logos, and the collaboration initiatives between the Economic Development and Tourism Department and external entities, including municipalities, non-profit and not for profit organizations, and private sector.

2. **Grant Funding**

2.1. Eligibility Criteria

To be eligible for grant funding from County of Page Economic Development and Tourism Department (here after referred to as Page County, applicants must meet the following criteria:

  a) Be a registered organization or a recognized municipal body within the target area of the County of Page's operations.
  b) Align with Page County's Marketing Plan's mission, vision, and strategic goals.
  c) Submit a complete grant application form, including detailed project proposals, budget, timeline, and expected outcomes.
  d) Demonstrate financial accountability and transparency in their operations.

2.2. Grant Evaluation and Funding Request Process

Grant applications and Funding Requests will be evaluated based on the following factors:

  a) Alignment with Page County's objectives and priorities.
  b) Clarity and feasibility of the proposed project and its potential impact.
  c) The organization's capacity to successfully execute the project.
  d) The sustainability and long-term benefits of the project.

2.3. Reporting and Accountability

Grant and Funding recipients will be required to submit regular progress reports and financial statements to Page County during the project implementation. Additionally, a comprehensive final report detailing project outcomes, achievements, and lessons learned will be expected.

3. **Logo Usage**

3.1. Permission for Logo Usage

Entities that receive grants or funding from Page County will be required to use Page County's and Page Valley's logos solely for the purpose of promoting the funded project. The use of the logo should align with the terms and conditions specified in the Logo Usage Agreement, which will be provided separately.

3.2. Logo Usage Guidelines

  a) The Page County and Page Valley logos must not be altered, distorted, or used in any way that could misrepresent the organization or its affiliations.
  b) The logo may only be used in materials related to the project that received funding from Page County.
  c) The logo should be used in compliance with any brand guidelines provided by Page County.

4. **Collaboration Initiatives**

4.1. Purpose of Collaboration

Page County encourages collaboration with municipalities and other organizations to maximize the impact of initiatives and promote tourism development. Collaborative initiatives must be in line with the Page County Marketing Plan's mission and objectives.

4.2. Collaborative Project Proposals

a) Collaborative project proposals should clearly outline the roles, responsibilities, and contributions of each participating entity.
b) The proposal should demonstrate how the collaboration will enhance the overall project's impact and outcomes.

4.3. Collaboration Agreement

A formal Collaboration Agreement will be established, outlining the terms, conditions, and responsibilities of each participating entity. This agreement will be signed by all involved parties before the project commences.

5. Non-Compliance/ Penalty

If an organization fails to comply with our policy, they will be subject to a penalty of $1000. Additionally, as a consequence of non-compliance, the organization's access and use of our digital assets will be immediately discontinued, and they may be held liable for any further legal actions deemed necessary.

6. Review and Amendments

This policy will be reviewed periodically to ensure its effectiveness and relevance. Any amendments or updates will be communicated to all relevant stakeholders.

Page County is committed to fostering partnerships and supporting projects that contribute positively to the communities we serve. This policy serves as a guideline for maintaining transparency, accountability, and alignment with our mission throughout the grants and funding processes and collaborative initiatives.

Page County Tourism Council
103 S. Court St.
Luray, VA 22835

8/1/2023

Mr. and Mrs. Dinges
1746 Honeyville Rd.
Stanley, VA 22851

Subject: Event Venue Special Use Permit – Abstain

Dear Mr. and Mrs. Dinges,

I hope this letter finds you well. I am writing in response to your request for a letter of support for a special use permit for your event venue. The Page County Tourism Council appreciates the opportunity to consider your project and understands its potential significance to your business and the local community. After careful evaluation, however, we are currently unable to provide the requested letter of support.

Please know that this decision was not made lightly, and our council has considered various factors in arriving at this conclusion. The primary concern is that this project will be geared more to locals than tourists, and for that reason, the council will abstain from giving any recommendations for or against this project.

We understand that every business initiative involves ambition and aspiration for growth, and the council applauds you on constructing such a beautiful building and wishes you all the best. The Council also recommends that the Page County Economic Development Authority gives feedback on this project since it is more inline with the EDA's mission to promote business expansion and development for our community.

Thank you for your understanding, and I hope we can continue to engage constructively in the future. If you have any questions or would like to discuss this matter further, please do not hesitate to contact me.

Sincerely,

Nina A. Long Fox
Director
CC: Page County Tourism Council Members
        Amity Moler, County Administrator
        Page County Planning and Zoning Department